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THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXXII

NEW YORK, DECEMBER 31, 1932

No. 27

Coming Jan. 3!



FAITH BALDWIN'S

greatest romance

— about the 1,000,000 women who spend their lives and fortunes in the pursuit of *Beauty*. She boils it down into the moving story of one girl—who went into the beauty business on borrowed capital, but who found she had to pay her debt in terms of love, not money! A romance based on the truth about the beauty "racket," and the women—and men—who run it.

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is the book for Faith Baldwin's increasing audience.
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for
JANUARY



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Author of "The Green Knife," etc.

Dr. Eustace Hailey, Mr. Wynne's unusual and adroit detective, has many followers among murder mystery readers. The author gives a new and startling aspect to the usual murder-in-the-closed-room story. This book is especially for your reasoning fans—but there are thrills enough for anyone. \$2.

A February Special

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Its Old Houses, Shops and Public Buildings

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April 3rd

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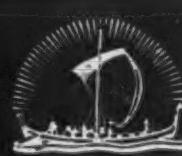
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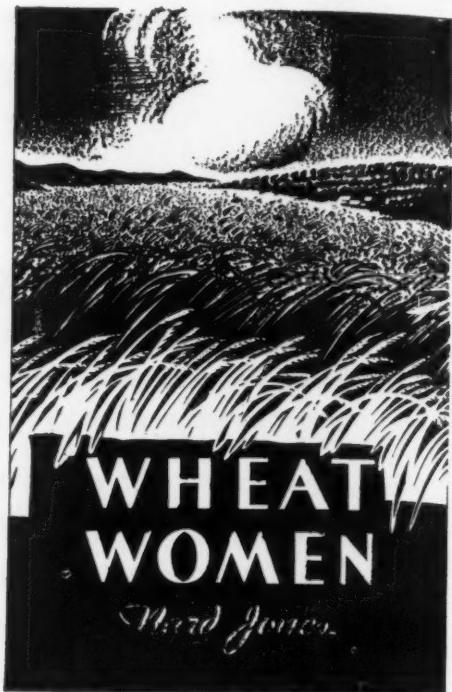
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an epic of American Harvests

WHEAT WOMEN

by

NARD JONES

Author of "Oregon Detour"



A NOVEL indigineous to the good earth of the northwest — dramatic because its people mould their own destinies from hardships and the soil.

Jackson Lynch, after the horrors of an Indian massacre, finds in the very graves he has to dig the rich soil that will grow his wheat. He is a hard bitten man whose energy is galvanized into great harvests.

His son, Todd, carries on — not as hard as his father, but sacrificing the health and happiness of his wife, as he lives and dreams wheat. His son John returns from an eastern college with new ideas for developing — Wheat.

When Julie, a calculating girl of uncertain morals comes to the ranch, the story reaches its turning point, with modern characters pitted against tradition.



NARD JONES bears the distinction of being the first novelist to till the dusty but fertile soil of Western wheat. For ten years he labored in the wheat country of eastern Oregon and Washington. His forebears were pioneers in that great region. He is now engaged in magazine work in Seattle.

In "American Literature: An Expression of the National Mind" (pub. in 1931), Russell Blankenship speaks of Nard Jones as a novelist who will not allow concern with local detail to obscure the significant aspects of the life he depicts. In "WHEAT WOMEN" he has fulfilled that promise.

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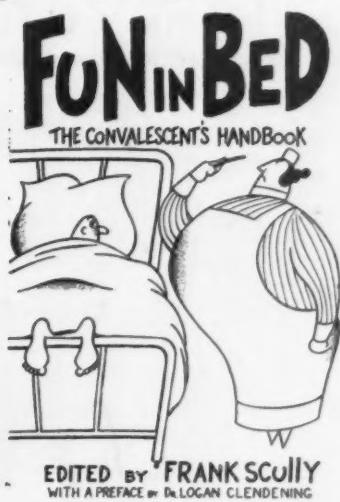
FRANK SCULLY, author of *Fun in Bed*

 One of the pleasantest books it has ever been our lot to publish is that non-literary masterpiece, *Fun in Bed*. In the first place we like good old FRANK SCULLY who got the book together. In proofs the book made us sick—it looked such a hodge podge that at one time we were about to cable SCULLY to hell with it, if he didn't mind. Somehow or other we decided to go ahead with it anyway, and when we sent an advance, unbound copy to Miss CROSBY in a hospital and she liked it so well, we thought maybe O.K. at that.

 When SOGLOW brought in the drawing for the jacket we concluded we were going to publish a book that people would look at—even if they didn't buy it. Your Correspondent took this first version around to a few booksellers who thought the gentleman's fanny a bit too prominent. So the first version:



was changed to this final version:



 Essay contest: Shall we go back to the original version? Or not? If not, why not? First prize \$5.00. Answers must be in by January 10th.

 One of the pleasant surprises was about three weeks ago when Y.C. had a mean case of gripe. The book worked like a charm. One especially sleepless night was made endurable only by *Fun In Bed*. How people have had gripe all these years and survived it without *Fun in Bed* is a complete mystery to our convalescing self.

 The best slogan to date is *Lots of Fun No Kidding*. Any others better, or even as good, will be seriously considered by The Pulitzer Prize Committee.

 The sales record since publication date (November 23rd) for *Fun in Bed* is as follows:

Week of	November 26	1113 copies
December 2	1059 copies	
December 9	1190 copies	
December 16	942 copies	
December 23	1017 copies	

 —Which proves that it's an awfully good book or that there are an awful lot of sick people around town. Yes around TOWN. Fully 85% of the copies sold have been sold right here in New York City. Which in turn proves that our Out of Town Sales Department has been napping or that New York is an awful sick city.

 *Fun in Bed*. Memorabilia. . . . It's just the Inner Sanctum's luck to publish this convalescent's handbook in the midst of a raging 'flu epidemic. . . . Your Correspondents haven't felt so embarrassed (and so rushed) since those memorable November days of 1929 when they published Eddie Cantor's opus *Caught Short* in the midst of the first stock market crash. . . . Just a case of carrying ghouls to Newcastle. . . . *Fun in Bed* is the classic example of *plus business* for booksellers who deliver books to hospitals . . . the ideal book for a sick world. . . . And good fun, too, for healthy people—both of them.

—ESSANDESS.

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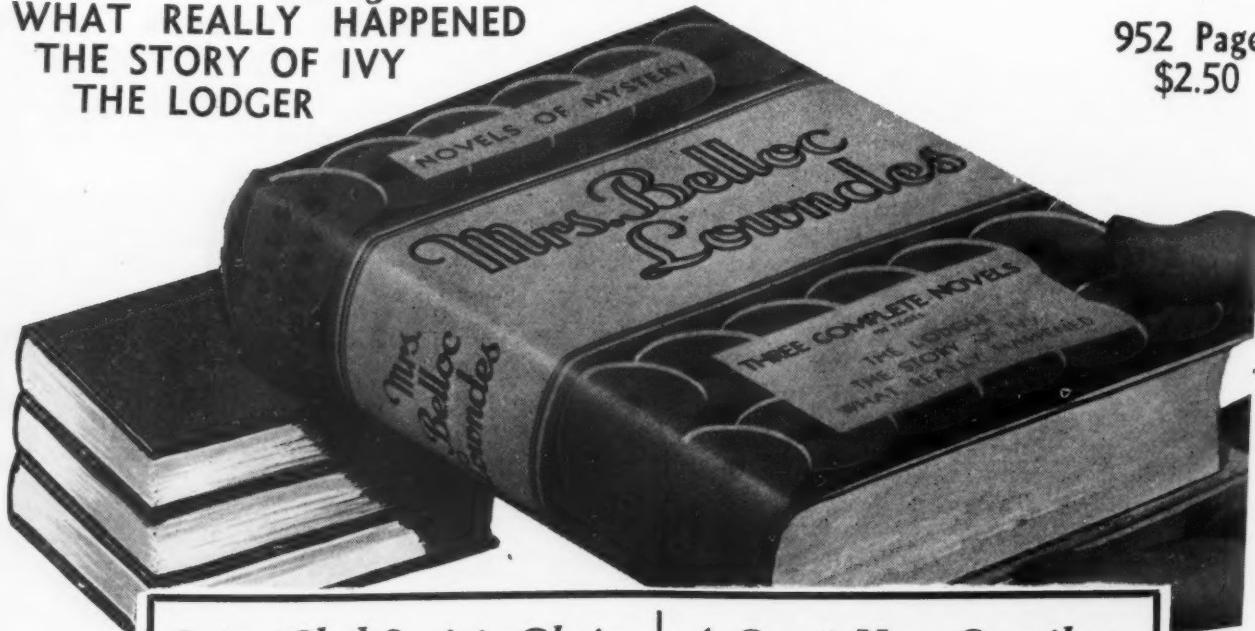
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JAN.
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MORE NEWS ABOUT "ANN VICKERS"

We've been telling you in the P.W. for the last six weeks now what we're doing about ANN VICKERS.

But after all is that so important? Isn't it more vital to you what Sinclair Lewis has written?

Because you know—and we know—that any novel to be successful must have the stuff that wins its own readers.

And here are some straws in the wind about ANN VICKERS. Just read what these people are already saying—and remember, it's a growing chorus!

One of the leading women authors of our day (whose name must be withheld until her review appears) has just written us:

"I never thought Sinclair Lewis deserved the Nobel Prize at all until I met *this tremendous Ann*. Now I think he deserves the Nobel Prize *twice over!*"

May Lamberton Becker drops us a note. "A man called me up," she says, "and insisted on reading a good part of a chapter of ANN VICKERS to me over the telephone..."

"The point is that, though he is the only human being I ever knew who has read *Paradise Regained*, I believe he hasn't

finished half a dozen novels of his own free will in his life. This may mean something as to ANN VICKERS' appeal..."

Harry Hansen writes—in reviewing the serial—"I marvel anew at the fertility of invention of Sinclair Lewis! He reconstructs lives out of the welter of experience all about us, while other novelists are harping on the old, threadbare themes."

Carl Van Doren gives a pre-view of ANN VICKERS in his fine book *Sinclair Lewis: A Biographical Sketch* (which we publish on January 3rd):

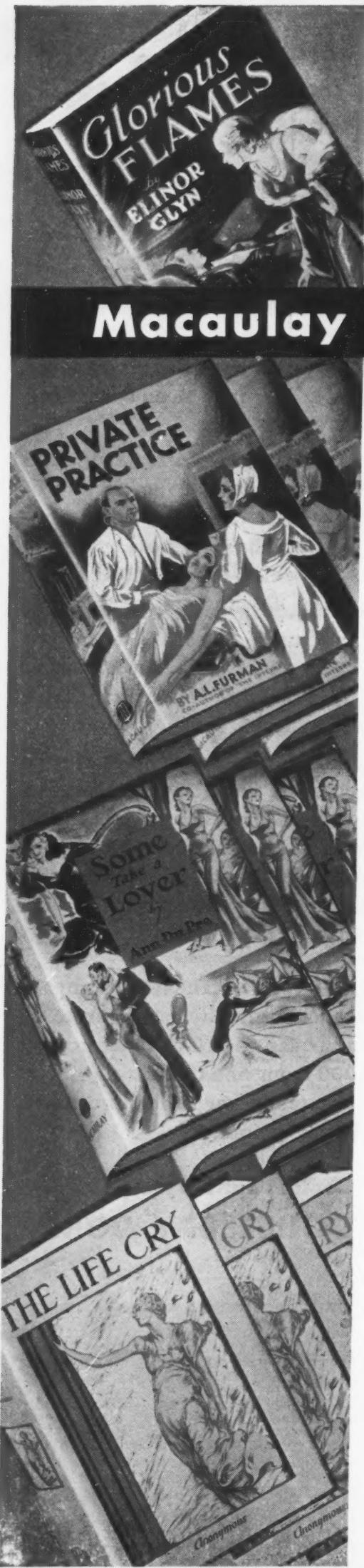
"Once more Sinclair Lewis has chosen a large theme and done large justice to it! Where before he had five major novels, now he has six. ANN VICKERS is . . . created to outlast this age. This book again proves Sinclair Lewis the supreme seismographic artist of a people."

And in SALES: American News Company reports branches already calling in to increase initial quantities. Today we got one call for 1000 from one circulating library alone. We've taken few orders, *anywhere*, for less than 25 copies.

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DOUBLEDAY, DORAN

LAST-MINUTE NEWS
FLASH! Watch
THE SATURDAY EVENING POST
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We had to have the biggest medium we could find for ANN VICKERS. So we're announcing this book to the two-and-a-half million readers of this great national magazine. Clip this ad. Post it in your window. It's going to bring a whole new class of book-buyers into the market for ANN VICKERS!



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A vagabond lover searches the world for an ideal woman.

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by PEGGY HOPKINS JOYCE

A neglected wife runs wild in Europe's sin spots.

INTO DARKNESS

by MILTON KRIMS, author of "Dude Ranch"

A young man's struggle against family tyranny.

IMMORTAL WOMAN by GLEB BOTKIN

A Siberian dancer and a soldier-musician in war and revolution.

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by MARGUERITE BRENER, author of "Pavement Lady"

Human drama and passionate complexities on a big liner.

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She could not resist an old lover and flirts with ruin.

SOME TAKE A LOVER by ANN DU PRE

Proper but adulterous marriage clashes with free love.

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by DENISON CLIFT, author of "Man About Town"

The story of youth betrayed in war and Wall Street.

ALL FOR LOVE by JEAN DEVANNY

Too many lovers and no self-control.

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A woman's tremendous ordeal in pregnancy.

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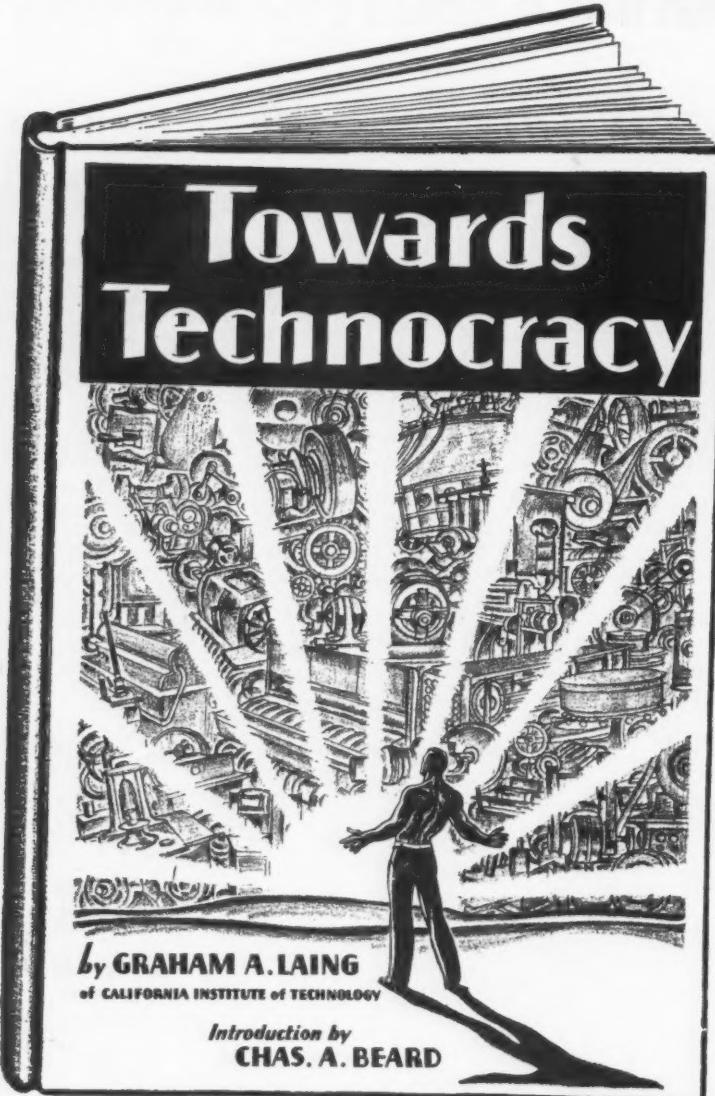
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"TOWARDS TECHNOCRACY" by Graham A. Laing
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Member of the Philadelphia Bar

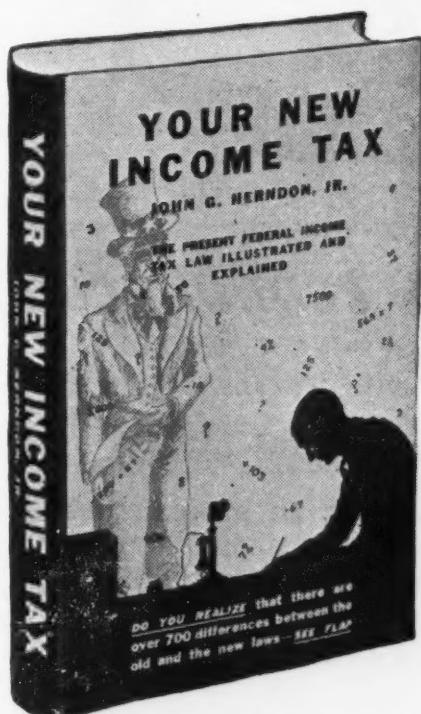
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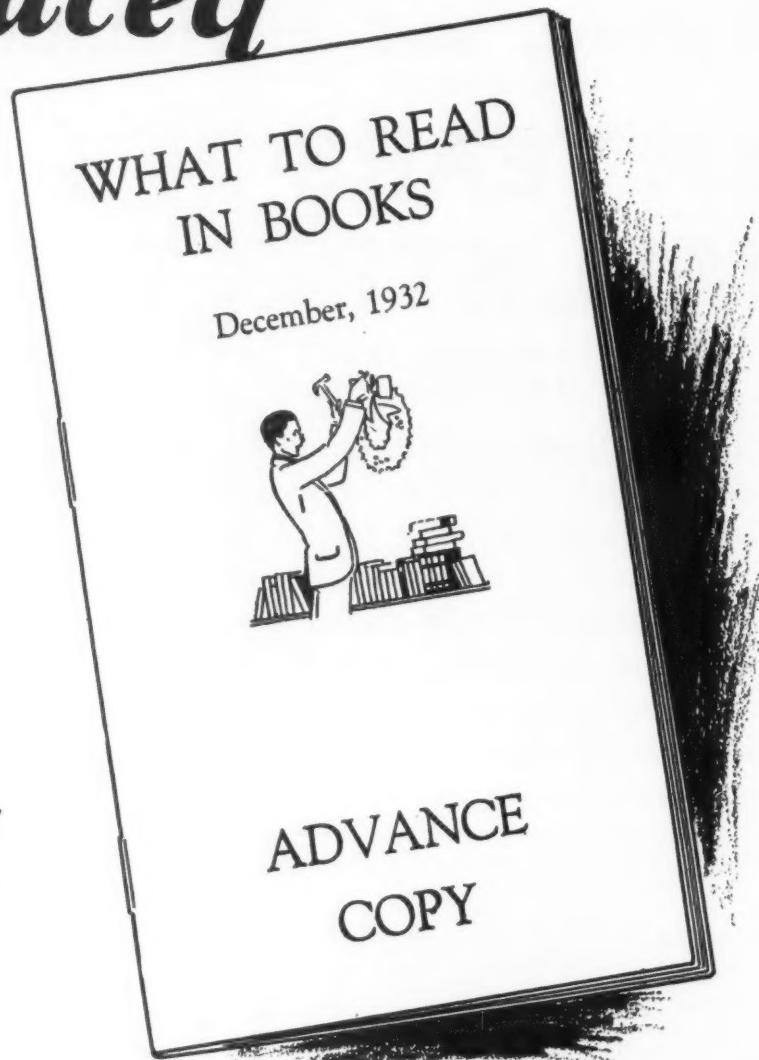
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With a Foreword by HERBERT HOOVER

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THE CENTURY CO. - - NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 31, 1932

Planned Promotions Applied to Bookselling

Francis X. Marks

Suggestions for Increasing Sales During the Dull Months Ahead

THE LULL IN BOOKSHOP activity after the Christmas and New Year holidays is as inevitable as the January "thaw." Yet this lull (like the thaw) usually comes unexpectedly—often finding the bookseller bewildered and unaware. The six preceding weeks of Christmas selling have been a snowslide. The after-Christmas gift exchanges and clearance sales have depleted stocks. And, outside in the big world, the market of bookshop customers moves merrily into the New Year—well provided with the volumes found by the hearth on Christmas morning.

But—does this mean that the battle for new sales checks has ended? Are no fresh victories to be won in the two months ahead which, in the majority of families are months devoted to evenings at home—in friendly entertainment; in the serious pursuit of study or hobbies which seems so well to suit this season of the year; or in a program of Winter reading with the book-lover in his happiest—and most vulnerable!—mood?

More and more, booksellers (in company with aggressive merchandisers of varied wares) are learning to battle with these recurring periods of slow business. Books bought and sold for the holidays do not last the Winter—inevitable as this would seem to the bookseller now resting wearily from the Christmas rush. And through healthful stimulation, without benefit of mark-down or the lure of re-pricing, fresh interest can be created in stocks which, by all the laws of logic, are now ripe for the book-customer's Winter "evenings at home."

Today, one finds a few shops giving evidence of this new point of view in book merchandising. A more conscious attitude toward bookselling, a more aggressive angle of management. In short, the application of a more scientific attitude of shop-keeping in line with modern trends in business generally. And this is where "planned promotions"—that newer retail practice so fruitful of profits in the large department store—are being considered in the management of the individual bookshop or book department. Since such "promotions" are necessarily only a part of the bookseller's program, the definite suggestions made cannot be adopted *en masse*. But it is hoped that *an approach* can be outlined in this article through which the bookseller or manager can plan his own promotions, fitting them (as is obviously necessary) to the needs of his own particular community and his own book stocks.

Judging from the procedure of outstanding retail organizations a "planned promotion" can be described as a *selling plan* (big or little) designed to make people come into your store and buy—because you offer them something that they like or need. Like all good selling plans, it should be *explicit*, not general; it should be properly *timed*; and should have its roots in the habits and needs of your customers.

For *workability*, it should be written down, or at least, well thought out; it should be made out well in advance, and it should coordinate all the departments of your store: advertising and publicity; window and interior displays; the education of your salesforce.

"Promotional" ideas are, of course, the mainspring of such a plan. And ideas will have their source in a studious analysis of your market—the people of your particular community who, from their habits and needs, should be interested in your stocks and make up your customer list. First, among these, will be the "bookish" folk—already your friends. They know your shop, of course, and think of you first when they need books. By "planned promotions" you are now setting out to make that thought come oftener. You are aligning your shop with their particular interests—the new books they should read; the books that will "tickle" their literary taste; the books that give information, that inspire, that help in the routine, the enjoyment, the successful accomplishment of daily living. Indeed, "promotions" for the "bookish" folk come easily enough, since they themselves talk the language of the world of books.

Ideas will come to you from various sources. The *daily newspaper* is a right-hand help, with its reports of visits to this country by noted foreign authors and comments on points of history, education, science, finance, fashions, music, the drama and screen—which can be tied up with your stocks and your customer's interests.

Community events are gold-mines for ideas—the social and civic calendar, celebrations and centenaries, bridge clubs and contests, literary societies, etc. Forecast, for a month ahead, community happenings and, as "planned promotions," offer suggestions for reading and discussion that may apply to these gatherings. (The realm of biography offers splendid source material for interesting the music society in your community. Many fine biographies of composers have been published but are comparatively unknown outside the larger cities.)

Seasonal interests—hunting, fishing, vacations ahead, week-ends, home hobbies, games—offer inspiration for promoting those stocks with a wider interest than for the "bookish" folk alone. For now we come to that larger market, the "unbookish" crowds that trek past your shop every day, look, perhaps casually, at your windows but pass on without any thought or desire for buying books waiting eagerly inside.

The "unbookish" folk make up the big

American public whose interests lie almost entirely in their own needs and every-day problems. Plenty of books these days are being published just for them—helpful books, informative books, books on specialized subjects.

The modern young housewife and mother is a good example. Infant feeding, child education, juvenile books will be her largest "literary" interest. Interior decoration (the mode of the day) practical cook-books, budget management, books on bridge and entertainment may come next. Indeed, cook-books and home-making books offer special inspiration for "promotions" and could be profitably tied up with local events like State and County Fairs where prizes are given for individual housewifely accomplishments.

For the average man, with no "bookish" inclinations, suggestions for books on ship-model designing, household repairs and business betterment offer ways to improve time after regular business or "shop" hours. For people interested in church and social work there are books on religion, meditative texts, or the newer books on sociology. And for their opposites, the "social crowd," the average bookshop has a fund of material in books of humor, games, picture puzzles, even cross-word puzzles!

Your promotional *idea* decided on, there is now before you the organization of the selling plan. First, you must reach your public which means the planning of (1) advertising and publicity (if the event is large enough to warrant this expenditure of money and effort), (2) windows and interior displays. Many small "promotions"—done merely to lend an atmosphere of liveliness and interest to your shop—must necessarily depend on your windows alone. But often simple devices of advertising like the penny postal card and the small newspaper announcement can be carried out at small cost and the avenues of free publicity are usually open to ideas which have a "newsy" flavor.

The importance of interesting displays, as the bulwark of promotion plans, cannot be emphasized sufficiently. Far too often, both windows and interiors of bookshops present, day after day, the same uninviting appearances—tables that do not see changes from one month to another and windows with a time-worn arrangement.

Backed by a promotional plan—for each week of the month, and each month of the year—both the interior and windows of your shop should tell the story of your plan. Hence, both your regular customers and the crowds trekking by will find new books and new suggestions weekly, and your bookshop will become a source of inspiration and interest in the community.

See to it (as many executives do not) that your salespeople are familiar with your plans. They must do the actual selling which translates the idea into the "clink" of profitable cash, and they cannot, therefore, know too much about your objectives and the actual merchandise you are setting out to sell. Contradictory as it may seem, many a good promotion plan fails at the strategic point because the manager overlooks the potential interest and enthusiasm, the need for knowledge and instruction, of the sales-person on the floor.

As mentioned before, the locale, the character of your shop, your present stock must necessarily determine your particular promotions. From the following concrete suggestions a few may be definitely applicable to January and February selling. Some (like the "Book Fair") are better suited to metropolitan or large-city shops; others (like "Ideas for Club Papers") are for small-town or neighborhood stores. All, however, suggest the promotional *method*—the "pushing" of *groups* of books within your stock, to meet the needs and interests of your community at this particular time.

(1) *The Economic Scene*—This may include books on economics, politics, the Russian situation, the Manchurian problem, national and international subjects of vital import. Recent notable works pertaining to present economic and social conditions offer food for thought and analysis of the world-wide business situation.

Window displays (if adequate facilities permit) call for a modern treatment—photographs of industries, of personalities. Vary your displays by presenting both the "pros" and "cons" of argumentative subjects.

(2) *Read Yourself Ready for Your Summer Vacation*—This promotion idea offers a two-way slant (a) The Trip to Europe Ahead, (b) Vacationing in America. For the former show guide books, famous travel books, books on food and

drink. Books on the art treasures of the Old World, on architecture, the more entertainingly written histories fit into this scheme. For the vacationist in the homeland there are books on the East and the West; on Mexico, Yucatan, South America; on American Southern Gardens and architectural gems of these sections.

(3) *Develop a Home Workshop*—Show Dad or Big Brother how the attic, the cellar or that "extra room" can be used for a work shop. Suggest books on wood-working, toy and model construction, manual art, studies in wood-carving, etc. Tie up with the manual-arts class in your local high school or vocational school, using actual examples of home talent in your window.

(4) *Ideas for Club Papers*—Literary, dramatic and music clubs keep members busy these days writing papers. Watch newspapers for club plans and arrange promotions accordingly. Books of the day, biography, histories of music and opera, topics of the day in economics, science and art all offer pertinent material.

(5) *Home Reading for Boys and Girls*—Every parent understands the importance of this. Offer suggestions for balanced reading, cooperating, perhaps, with your local librarian, for proper subjects and titles. Window displays should be dramatic and appealing to youthful tastes.

(6) *Have a Hobby*—The gentle art of "riding a hobby" lends itself admirably to a book promotion. For creative expression, all the books on manual arts will appeal. Also books on Philately and collector's items in glass, pottery, china, old furniture, laces and old books themselves. For local interest, such a promotion and display might be arranged with the help of a local collector who might lend a few of his pieces for display.

(7) *A Book Fair*—This is promotion on a grand scale for which you should do considerable planning. Such an event should last at least a week and should have widespread publicity and sufficient advertising. An author, or two, would provide a spot-light for interest but, in the absence of such a luxury, the local librarian, minister or high-school principal could discuss reading points and problems. For such an event, displays (both window and interiors) should be at their top-notch best.

The National Arts Club Book Exhibition

Book Publishers Have Cooperated With New York's National Arts Club For the 27th Annual Book Exhibit

Edna Yost

THIS WAS THE 27TH successive year in which book publishers cooperated with the National Arts Club in New York City in an annual Book Exhibition. Approximately 1575 books, representative of the works of sixty-three publishers and classified according to subject matter, were on the four-deep open shelves in November, the front of each jacket completely visible. For thirty days, from 10 a.m. to 11 p.m., the galleries housing the exhibition were open to all who came to them—Club members and general public alike—to look, to read, to browse, to buy. Comfortable chairs, convenient lamps and tables, and the spaciousness of the long galleries made almost any book activity possible at almost any moment. The visible results were:

1. The sale of some 350 books;
2. The perpetual examination and reading of all kinds of books, not excluding the various dictionaries;
3. Much talk about books—footless and otherwise; and
4. The making of lists of titles to be carried away for future reference and use.

Those long lists of titles, most aggravating at times to the volunteer hostesses who were always on hand to take orders, would have delighted the publisher's heart. There is one publisher I want to see some day to tell him how a Ph.D.—the author of a serious book which sold four copies during the Exhibition—came to me with a list of titles a yard long to say, "The biggest surprise about this Exhibition to me is So-and-So's fiction list. I never even knew they published fiction before, and look"—(showing me the list)—"here's five of their novels I've put down to get from the lending library this winter." Innumerable times people pass the desk, pencil and paper in hand, to say, "Making out my winter reading list," and to ask, or just as definitely not to ask for suggestions, depending, I suppose, both on the person at the

desk and the one passing it! The sections devoted to Psychology and Philosophy, to Sociology and Economics, and to History and Politics are well patronized each year by serious looking gentlemen who never buy at the Exhibition but who visit it regularly (and sometimes often!) to decide what books the various organizations they are connected with should add to their libraries that year. Even librarians take a day off, sometimes, to give the Exhibition a thorough, librarian's once-over. "This is my yearly pilgrimage," one of them said to me. "We get our appropriation in February each year, and I always make out the greater part of my list here, in November." No wonder publishers remark about the shopworn appearance of books occasionally, when, after a month of this kind of exposure, the shelf copies are returned to them.

Our best sellers at the Exhibition are always to be found among the books of the authors who speak and autograph at the Authors' Nights meetings. That November Wednesday nights are Authors' Nights has become one of the traditions of the Club, and year after year finds the Galleries crowded on these evenings with hundreds of people who cannot resist the lure and flavor of personal contact with literature in the making.

Our second Wednesday night this year was called *Saturday Review of Literature* night, with Henry Seidel Canby presiding, and Will Benét and Christopher Morley of the *Saturday Review* staff supplemented by Stephen Benét and Pearl Buck as speakers. From the standpoint of profit and loss the evening was indeed memorable. It produced (God thank her in a lean year!) Pearl Buck as our best seller of the month (a few more than one-tenth of all book sales were Pearl Buck sales); it gave us Will Benét's "Rip Tide" to tie with Mary Austin's "Earth Horizon" as our

second best seller; and it threw light on an old Club mystery through a fetching anecdote from Christopher Morley of how, as a younger man in the employ of a publisher, he had succumbed to the temptation of possessing a book without paying for it one evening as he was making a business errand to the Club galleries during one of our earlier Exhibitions.

"That's the only book I ever stole," said C. M. honestly, and added that he supposed there was no real book lover who had not yielded, at least once, to such a temptation. He did not invite people to help themselves to the 1575 books on the open shelves. He just suggested that a real book lover occasionally fell from grace.

What his story had to do with the thirty-five books which failed to come to light at the close of the Exhibition, no one will ever know. It always happens—more or less. By the law of sheer luck, his own publisher came out without a loss. But the Oxford University Press lost six of the ten books it had sent, and the hard-working volunteer hostesses who really feel a great responsibility both to the Club and to the publishers for the safe keeping of books, suffered from literary jitters for the remainder of the month. If a Morley couldn't be trusted at a Book Exhibition, who could?

There were in all twenty-one authors and a Scotchman who spoke at this year's meetings. The Scotchman was one of England's master printers, William B. Maxwell, and if he had only had a book it would have been a sell-out. Dr. Dittmars brought three snakes and a devilish looking gilamonster one night. Eddie Eagan, Langhorne Gibson, Burton Rascoe, Irving Fineman, John Flynn, Konrad Bercovici, Lazare Saminsky, Margaret Emerson Bailey, Ida M. Tarbell and Mary Austin were among the other speakers. Mrs. Austin could be found in the galleries almost any day during the Exhibition reading (Feuchtwanger's "Josephus" was one of her favorites, I remember) or being sought out by people who wanted to talk with her, and being kept fairly busy at odd moments autographing her books.

The best seller from the shelves was "Van Loon's Geography." People just naturally seemed to single it out among the other 1574 books and Simon and Schuster

received a very dog-eared copy back. Coward-McCann received just as dog-eared a copy of Edwina's "Sinbad." "Sinbad" was almost always off the shelves. And yet we did not make a single sale on it. Next to the Van Loon, the Ernst biography of Roger Williams was the best seller from the shelves. Roger's descendant's around Gramercy Park must be almost as numerous as Charlemagne's.

But no! The sales made at the National Arts Club Exhibition cannot fairly be called Gramercy Park sales. I did not keep an accurate record, but surely not more than one out of three or four books sold were bought by people in the vicinity of the Club building. Our neighborhood bookshop, the Sleepy Hollow, told me that business was "simply swell" during November, though in the same breath Miss Arms lamented that much as they loved being the Club's neighbor, the Annual Book Exhibition was a hard pill to swallow. The fact is that the great majority of our sales are made to members who live not only all over town but out of it. The first sale on the first morning of the show was two copies of "Sons" to a customer who had come down from Mitchell Place. Five of our biggest orders (and this happens every year) went to such remote from Gramercy Park places as Amityville, Passaic, Syracuse, Montclair and Chicago.

But it is the people in the neighborhood who drop in often to read extensively and examine still more extensively. There is no doubt in my mind but that the November popularity of the Sleepy Hollow lending library which Miss Arms also spoke of was partly the result of the stimulation of seeing and handling books which were begun but could not be finished at the moment or taken away from the Galleries, as they can from a library.

True, I have never sold books any place except at National Arts Club book exhibitions. Maybe the thrills of it were only the unimportant thrills of a neophyte. Certainly the Exhibition does not pay—as such things are measured. The Club, as an organization, dips in to its own pocket each year to support it. So do the publishers. Every hostess who serves donates valuable time to it. But book lovers love it, thousands of them. I've seen them.

Elsie Finds a Modern Champion

G. B. Stern, English Novelist, Is More of an Authority on Elsie Dinsmore Than Most Americans.

Amy H. Dowe

IRVIN COBB came to the defence of the *nickul* novel in his "A Plea For Ol' Cap Collier"; and Edmund Lester Pearson has upheld the merits of Beadle's Dime Library in "Books in Black or Red"; when G. B. Stern was interviewed on her arrival in America last month she told reporters that she was more of an authority on the Elsie books than most native Americans. "I like them," she says, "because everyone is so rich and they throw such beautiful jewels around and are so pious and things end very well. In their way they're good saga books." Miss Stern has in her library a shelf containing the twenty-eight titles in the Elsie series, eight of which were purchased for her at auction by the playwright, John Van Druten.

Martha Finley wrote the twenty-eight Elsie books in thirty-seven years. Although they have been much laughed at, they were a great advance over other pious tales for girls; and their craftsmanship contains elements which juvenile writers of the present day could profit by.

If the Finley family, headed by the late Colonel Charles B. Finley of Philadelphia, has been on the defensive about Martha Finley, it may yet live to see the grave of Martha Finley in Elkton, Maryland, pointed out to tourists by cab drivers.

The best remembered scene, the one most often quoted from the Elsie saga, is one that describes Elsie sitting at the piano refusing to play and sing a frivolous song which her beloved but worldly father has asked her to play upon the Sabbath Day. Elsie is made to sit on the piano stool until she gives in. She finally faints and cuts her head as she falls.

This conviction about the Lord's Day sounds strange in our times, but the author came of Covenanters. Like Stevenson, she was a "countryman of the Sabbath."

Miss Finley's descent was not only Scotch, but fighting Scotch. One ancestor was killed by Graham of Claverhouse in

a personal encounter. In 1682, the family moved to Ireland; and the American forebear, Michael, father of seven sons, came to this country in 1742, settling in Bucks County, Pennsylvania. Martha's great-grandfather was killed by Indians near Carlisle, after which his son, Martha's grandfather, was educated by his uncle, Samuel Finley, president of Princeton. And this same grandfather, having settled in Virginia, became a friend of Washington's, a major of Virginia cavalry in the Revolution, and a general in the War of 1812. In the latter conflict, he was served by his son James, Martha's father, as lieutenant.

Fighters, teachers, Calvinists—what could be more Scotch? Now we can see why this lady, in a mediocre novel, "The Tragedy of Wild River Valley," almost justified lynching in a state that had abolished capital punishment.

After Martha's father had returned to civil life, he became a physician, moved to Ohio, and married his cousin (more Scotch). Martha was born in Chillicothe in 1828. Her mother having died, her father came to Philadelphia to court his second wife; and Martha went to school in the Quaker City and also in South Bend, Indiana.

She began her literary career as writer for newspapers and of Sunday School books. In 1868 when she was forty, Miss Finley sent "Elsie Dinsmore" to Dodd, Mead, the first of the series. The manuscript was so big that it couldn't be made into one book, so the first book came to an abrupt and arbitrary stop, and "Elsie's Holidays at Roselands" was also made from this first manuscript. "Elsie's Girlhood," "Womanhood," "Motherhood," and "Widowhood" followed. Then the publishers, fearing to tire their readers, suggested the affiliated "Mildred" family. These, however, proved less alluring. Yet we followed the Dinsmores as eagerly as today

we do the Forsytes, from generation to generation, often knowing their family ramifications better than our own. It is interesting to note that Elsie's life was not chronologically recorded in the twenty-eight volumes. She became a grandmother very early and returned shortly afterwards to young womanhood, and for the remainder of the series showed a rather commendable and surprising agility in this respect.

With frail health and eyes, Martha Farquharson, using that unpronounceable middle-name of hers as pseudonym, at length signed herself *Finley*, and kept on writing. Her stepmother with her family having gone to Elkton, Maryland, to live, Martha joined them; and there, as she would say, in a "spacious" house with verandas overlooking the Elk River, like other non-robust persons she lived to the age of seventy-one, having produced about one hundred volumes.

Her publishers, Dodd, Mead & Company, estimate "that in the aggregate well over two million copies have been sold." At any rate, a million and a quarter in the original edition have been sold since 1900. A. L. Burt, who have issued 11 titles in the reprint editions, think two million copies a conservative estimate.

But to return to Elsie, the uncanonized saint at the piano. If any girl, for only girls read Elsie, thought the father conquered by his child's wound, she did not fathom the obstinacy of Mr. Horace Dinsmore. Softened for the time, he assured his little daughter she was dearer to him than life itself, without relinquishing his demand of unconditional surrender of her mind and will to his—the divine right of fatherhood. So when tearful and trembling she refused to read a secular book to him on Sunday, there ensues a struggle of wills that lasts for chapters. The prolonged contest causes the parent, a husky fellow of twenty-eight, to fall ill of one of those fevers so frequent in fiction. Then "all the sisters and the cousins and the aunts" in the great patriarchal family turn against the motherless child of nine. They accuse her of stubbornness that is murdering her father, threaten to send away her black mammy, from whom she has imbibed her religious scruples, and finally refuse even to speak to her.

Preposterous as is the situation, swallow-



Martha F. Finley wrote about 100 volumes which have had a probable sale of over two million copies.

ing a lump in my throat, I cry to Martha Finley as Dr. Johnson did to an earlier authoress, "Madam, you have no right to inflict such suffering on your readers."

Now it is Elsie's turn for illness, and mortal illness. The penitent father hastens from the North, just in time to save her life, begs forgiveness, and vows henceforth to walk with her in the narrow path. (Raptures to the young readers, all of whom consider themselves martyrs to parental cruelty.)

But we must not overlook the real suffering which religious minded children endured. At Sunday School, their emotions were purposely aroused, as aid to conversion. If conscientious, they winced at taunts from their unregenerate mates; and many a little girl has exhibited the courage of the early Fathers in refusing to play croquet on Sunday.

So the tale goes on,—Elsie is bullied by a boy cousin, scolded by the governess, misrepresented by jealous aunts. All the woes of childhood are heaped upon her head. Add the fear of punishment which to Elsie might mean being shut in a dark closet with blows from a riding-whip afterwards, and we see why these stories were devoured by girls of such divergent rearing as New England Congregationalists and Mid-Western Hebrews. For a Jewish friend tells me that when sent to the country for fresh air, she climbed into the library of the Methodist Sunday School, in the stuffiness

of which she devoured volume after volume. There is no doubt that many little girls read the Elsie books as highly emotional romance, though Mrs. Finley would probably have been startled to find that's what she had written. Ruth Suckow wrote for the *Bookman* in October, 1927, a study of Elsie Dinsmore and her father complex.

Though pious these tales contain the element of suspense: something was always going to happen, perhaps a visit to a magnificent Southern estate like Roselands, or a yachting trip, of which the author was fond, though, as far as I am aware, her nautical terms were restricted to *deck* and *cabin*, or a wedding, with the momentous choice of bridesmaids. "Let's do something" is a human, not merely childish, wish; and Elsie's young relatives always had something in prospect. The one criticism I ever felt was that the preparations for a visit were more exciting than the events after arrival.

The action, moreover, sometimes became melodrama. There stole by at night masked members of the Ku Klux Klan, and at Elsie's very wedding a rejected suitor tried to shoot both her and the bridegroom. Neither in piety nor malice did Miss Finley do things by halves.

Yet I suspect the lady was no visualizer; the grounds were "spacious," the foliage "bright," the girls "neatly attired." Once she did commit herself to picturing Elsie's frock as "white." But if the writer, unlike sentimental Tommy, did not rack her brains for "hantle," that caused us no woe. A "firm pressure" of the hand, a look of "warm brotherly affection"—the look "that never was on sea or land," at least, not at the age of twelve; a "sweet" smile sufficed. Probably we constructed our own pictures as well as if the different features had been cut up by a jig-saw, and left for us to assemble. "Toothsome viands" sent up to a bedroom, we translated into chocolate ice-cream with frosted cake. Once, Elsie having been misjudged, her tray contained fried chicken, a rare concession to local color; otherwise, we imagined pie or scrapple, according to geographical location.

If we were spared descriptions, how about long Scriptural passages? If too lengthy, we probably skipped the page.

The glamor of wealth, moreover, was not unfelt by children in a little town, where to hitch our sled behind the grocer's one-horse sleigh (locally called a team) brought a thrill. Miss Finley probably liked to shower on her book-children luxuries unknown to the fourteen of her parent's brood. Think of each child's having a pony, and of ordering servants to dress you and curl your hair. In fact, the hardest manual labor performed by any of the Dinsmores was ringing a bell for a Negro.

For a wedding present, Grandmother Elsie sent a "costly piece of jewelry" and a check for five thousand dollars. *Five thousand dollars* in the days when you could buy a stick of candy for a cent!

Although we did not appreciate the fact, Miss Finley, like Scott, often drew middle-aged people well; indeed better than she did children.

"Ah, it is morning, Blanche, and time for you and me to be up," said Ethel, smiling pleasantly into her younger sister's eyes.

"Yes, in a minute Ethel," replied Blanche, turning toward her sister, and patting her cheek affectionately."

Now, although this may have been the way children in "Mildred's New Daughter" awoke; in the families I have known, one girl probably cried that her sister had taken all the covers and pushed her against the wall. But these children of Martha's pen were not drawn from life; no, they were ideals for her young readers, and patterns to be held before parents.

Later, this same family of four children, left orphaned in England, are brought to their father's two brothers in Philadelphia. There each brother would have taken two of the tots into his home, but neither the wife worldly nor the wife philanthropic, would be bothered with somebody else's progeny. Now, alas! we recognize verisimilitude.

Until recently I had never run across this story, and despite "dear mammas" and "dear papas" falling thick as kisses in the movies, I could not lay the book aside, till I had learned the fate of those neglected waifs.

Viewing the perfect Elsie historically, she is not a comic character, and her depicter not a fool. In Wilbur Macey Stone's famous collection of children's

books is found "A Token for Children. Being an exact account of the conversion, holy and exemplary lives and joyful death of several young children, by James Jane-way, minister of the Gospel." To this, Cotton Mather could not refrain from adding "A Token for the children of New England." Indeed, the deathbeds of saintly children was no unusual theme fifty years earlier. Martha Finley wrote her stories with a definite Christianizing purpose. "Goody-goody" they are, but at least she did not try to terrorize the young into Heaven. No pictures show angels leading the "saved" child into light; and devils pitchforking the sinful one into Hell-mouth.

Nearest akin to our writer was Susan Warner whose "Wide, Wide World," appearing seventeen years before the first "Elsie," became the most popular book in America with the exception of "Uncle Tom's Cabin."

As Miss Finley says, her aim was to prove Elsie "a useful example, especially

in filial love and obedience." Moreover, she stood for the reforms of her day; and if she urged girls not to wear feathers plucked from the breasts of mother-birds, at least she did not have to exhort young people not to get drunk at parties. Perhaps in this matter of "filial obedience" she shot beside her mark. No one can read her stories without being struck by the dominance, often tyranny of the male, patterned, no doubt, on the attitude of her own stern parent. Surely she felt with Dickens that no one suffers as a little child suffers.

Yet the day of "Bringing up Father," may have dawned earlier than we suppose. Elsie having conquered by the combined force of a bleeding forehead and high temperature, exemplified that Bible passage never questioned, always firmly believed and beloved by youth,—"A little child shall lead them." How ironical, then, to have Miss Finley's books removed from the shelves of public libraries today as old-fashioned!

In and Out of the Corner Office

C. HALLIWELL DUELL, who has been advertising manager for Doubleday, Doran, will become advertising manager for William Morrow & Co. beginning the first of the year. Emily Street will continue as head of the Morrow promotion department. George Elliman, who has been handling Crime Club promotion, will take Mr. Duell's place in the Doubleday office. ♦ ♦ ♦

Doris S. Patee, of the Publishers' Association office, who, since leaving the Hampshire Bookshop a few years ago, has had charge of the bookshop service work of the Association and Children's Book Week promotion publicity, is leaving this position on January 1st. ♦ ♦ ♦

John Coyle, one of the best known figures in the book travelers' fraternity and famous for his witty speeches at travelers' banquets, has now joined the staff of M. A. Donohue & Company. Mr. Coyle will cover the Coast. ♦ ♦ ♦

Raye Bidwell, who has been for the past three years Southern representative for a number of publishing houses, has recently issued Volume One, Number One of *The*

Axe-Grinder: A Journal of Individuality, of which he is editor, owner, business manager, office boy, stenographer and chief contributor. *The Axe-Grinder* will be issued ten months out of the year from Mr. Bidwell's home Mount Muse, Fayetteville, Arkansas, at a subscription price of \$1.50, payable, Mr. Bidwell announces, in money orders, postage stamps, potatoes or winter underwear. ♦ ♦ ♦

During the last seven months, Marshall Jones, the Boston publisher, has covered 21,000 miles and 16 states in an automobile selling canvass. He expects to round out a year of this kind of visiting. The index volume to his great set "The Mythology of all Races" has just been completed, finishing an 18 year publishing project. ♦ ♦ ♦

Ellery Walter, author of "The World on One Leg" and "High Hats and Low Bows," who is never content to stay in one place longer than a minute, returned to this country last week, with his bride after six months in Germany, Austria, Italy, Czechoslovakia, and Poland, where he interviewed Von Papen, Hitler, Dr. Bruening, and other notable men. ♦ ♦ ♦

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December 31, 1932

I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Spring Index Date Advanced

IT HAS ALREADY been announced on these pages that the Annual Spring Announcement Number of the *Publishers' Weekly*, containing the complete index to spring publications as prepared for the *Weekly*, will be published this year on January 28th instead of the second week in March as has previously been the custom. The advanced date, made possible by the steady moving forward, in recent years, of the publishers' preparations for the new season, puts an added value on the index in allowing booksellers to obtain a complete preview of the new books at the very beginning of the season, and in furnishing a reference list of all the projected books, with author, publisher, and in most cases, price.

More and more attention has been given by publishers recently to the development of a summer list, with the result that there are now three well-defined publishing seasons. The advancement of the date of the Spring Announcement Number makes possible a Summer Announcement Number which will be issued the first of June at the beginning of the summer season. These two numbers with the regular annual Fall Announcement Number will provide booksellers with complete advance indices for each of the year's publishing seasons.

The Publishers' Weekly

Extra copies of the Spring Index for the personal use of staff members may be purchased from the *Publishers' Weekly* at 25 cents, or 75 cents bound in cloth. Orders should be placed promptly to insure full use of the index.

Will Congressional Activity Affect Publishing?

Postage

THREE CENT POSTAGE has produced no more income than two cent postage. This has been partly due to the slump in business and partly to users' economies. The Postmaster General proposes a change that would put drop letters back to two cents. House Bill H. R. 13010 proposes a reversion to the two cent postage for all first-class mail.

Copyright

Copyright legislation does not seem likely to be active in the short session. Chairman Sirovich made the statement that he is tired of the whole subject of copyright. His bill, however, is still in committee and on the House calendar and may be called up on any calendar Wednesday. It would have to be redrafted to pass, and there seems little likelihood of any effort to bring it forward in this short session. If revision is made this Bill loses its place on the calendar with the consequent need of new arrangements with the Rules Committee.

In the Senate, still Republican through the short session, Senator Felix Hebert of Rhode Island has introduced a new design copyright bill, S. 5075, for textiles and other materials. Senator C. C. Dill of Washington, who forced the defeat of the Vestal Bill two years ago, is not against copyright hearings, but there seems little prospect of action.

Music composers and publishers have been making satisfactory arrangements with the broadcasting interests recently, but there seems little likelihood that this spirit of conciliation will extend to copyright legislation.

As a call for a special session seems likely, the set-up of the new committees is important. Representative Sirovich seems likely to continue as Chairman of the House Patents Committee. In the Senate the senior Democrat is Ellison D.

Smith of South Carolina, who has had little interest in copyright matters. This might lead to the Chairmanship's being allotted to Senator Clarence C. Dill, whose previous efforts have confused rather than aided a legislative program.

Sales Tax

As discussion of taxation proceeds in Washington, the chances that the sales tax will figure as a means of revenue increases. President Hoover recommends such a policy, as does Secretary of the Treasury Mills. The proposal will presumably be for a manufacturers' sales tax along the lines of last year's bill. Inasmuch as some of the deficit may be met by the beer tax, it is possible that the first suggested percentage of $2\frac{1}{4}\%$ will be lessened. The vote against the tax last year was 236, with 160 in favor. Of the leaders against the tax, Congressman La Guardia of New York leaves Congress March 4th and Congressman Doughton holds over. Others strongly opposed are Ragon of Arkansas, Rankin of Mississippi, Swing and Englebright of California, Sinclair of North Dakota, Hoch of Kansas, Davenport and Fitzpatrick of New York, Nelson of Maine and Ramseyer of Iowa.

Looking to the future, it may be recognized that the proposal for a general sales tax on manufactures might by evolution become a selective sales tax, that is, a spread of the present taxes on individual products to a larger range of commodities. The Treasury has been opposed to any tax on retail sales as difficult to collect. There are about 200,000 manufacturing establishments that would have to be reckoned with in collecting the manufacturers' sales tax. In last year's discussion, Secretary Mills was against a sales tax as a permanent theory of taxation and favored a tax over a period of two years. Although not widely known, there was a suggestion discussed only in committee last year that fine books be included among taxable luxuries, but this was never concretely considered, as the committee thought it was difficult to decide what books were luxuries.

Newspaper reports this week have made it apparent that Franklin D. Roosevelt is opposed to the enactment of a general manufacturers sales tax as a method of producing sufficient revenue to balance the

Federal budget. Dispatches from Washington early in the week had indicated that the President-elect favored such a tax and that the declaration of Chairman James W. Collier, of the House, Ways and Means Committee, indicated that such a program had Roosevelt's backing. Later reports from Albany indicate that friends of Mr. Roosevelt are of the opinion that he is prepared to break with Democratic Congressional leaders if they continue to favor a sales tax program.

Competent observers assert that should a general sales tax bill, such as was favored by President Hoover in his recent message to Congress, pass the House, it would fail in the Senate.

A Year Since the "Survey"

IT IS TWO AND A HALF years since the Publishers' Association underwrote an independent survey of the booktrade. It is a year since the findings were published as "The Economic Survey of the Book Industry." In a period of widespread business confusion it would be difficult to point with certainty to the exact benefits deriving from the facts and suggestions of the Survey, but benefit there has surely been.

There has been gain all along the line in the scope of the booktrade's attack on its problems. In place of hit or miss action there has been a new cohesion in the industry, a new ability to see things as a whole. The Cheney Survey gave vivid testimony that the interrelated nature of our industry has not been forgotten. The eyes of the industry have gone searching beyond sales to markets and beyond trade frictions to constructive trade policies.

The analysis of the Survey for Association action was undertaken by the Norton Committee, one of the most effective and hard-working committees the trade has ever had. Every aspect of the trade's set-up was studied, special problems were referred to other special or standing committees and a compact report of general recommendations was made ready for the publishers' desks.

Under Alfred McIntyre's chairmanship an Editorial Committee was organized which, after a long series of earnest meetings, brought forward valuable suggestions for stabilizing the publishers' author relationships.

To the Joint Board of Publishers and

Booksellers under the chairmanship of Henry Hoyns were referred many problems of distribution, remaindering, reprints and promotion. This Board on which both publishers and booksellers were ably represented, bids fair to win important gains for the trade by careful sifting of suggestions for better trade practice. A study was made of publishers' trade catalogs with recommendations, and suggestions for a new program of subject lists is now going forward.

The need of better credit information which was an important emphasis in the Survey has been carried forward to effective centralization under the chairmanship of August Gehrs. The data and experience that has been accumulated and classified is an important foundation for future expansion.

This gives but the skeleton of the year's gains in sound cooperative effort. The Cheney Survey gave the fresh impulse to constructive thinking. There is much to do—very much, but much reason for thanks for the work the trade is doing.

Looking Forward in Children's Book Publishing

THERE ARE VERY good reasons why people close to books but not of the publishing industry should have become more interested in the production of children's books than in other fields of publishing. Children's reading is the basis on which life-long book interest is built, and the preparation, selection, and distribution of children's books has a fascination that is inescapable.

Publishing for children is to the body of the book business what the Sunday School is to the church. When Sunday School membership languishes church attendance declines.

Public interest of a vigorous and persistent character has stood by the children's book developments of the past decade, and it must stand by them in the next few years unless much hard won ground is to be lost.

Publishers in their enthusiasm for this movement sponsored programs of expansion that reached a total output beyond the bounds of caution, just as the public's retrenchments began. There is now the fear, among those who have this cause most at heart, that the retrenchment of publish-

ers in personnel and product may swing too far the other way.

Everyone understands that this period means curtailments because of necessity but here the cuts are applied to a peculiarly important section of the industry and one in which the public and its institutions have a peculiarly close interest. The public must not be made to feel that the foresight and statesmanship of the publishing industry is not equal to this emergency.

Infringement of Authors' Rights

THERE HAVE BEEN lately signs of increasing carelessness in regard to authors' rights. A number of English books which have been widely successful did not complete their publication here within the proper number of weeks after English publication and therefore lost U. S. copyright protection. On these titles many publishers are recognizing the inherent rights of the English author, though obviously at a disadvantage when other editions appear which take no recognition of this situation. Such, for example, is the status of the publisher of Hudson's "Green Mansions" or Butler's "The Way of All Flesh." But what can the careful publisher do when reprints are made for as low as fifteen cents by the National Home Library Foundation and this Foundation pays no royalty?

The situation takes on another aspect when the author has just legal rights which are not recognized. Such is the case when fly-by-night printers issue cheap collections of poems for street sale and pilfer, for example, from Robert Service's poems, poems that are fully copyrighted. Here the publisher's difficulty is that of finding anyone to prosecute. Difficulties increase when an institution like a college extension division reprints copyrighted material for its students in obvious violation of legal rights.

Since governments have given recognition to the rights of authors there has grown up a vast variety of enterprises, educational, diversional, artistic, and their continuance depends on the continued recognition of both the legal and moral rights of the creative artist. For the sake of the future as well as the present these rights must be fought for as often as they are infringed.

Paradoxes—And a Panacea

Publishers' Reputations Lie in the Hands of Proofreaders—and Yet It Is Doubtful if Any Two of Them Could Be Found to Agree On the Spelling of Some of Our Simplest Words

Florence W. Feuston

THERE IS A mysterious profession which is practiced in this country, a profession which apparently abounds in paradoxes. It is listed as a trade, yet is as white-collarish a profession as one could well adopt. Though a Ph.D. degree, with an exact knowledge of many languages and the *argot* of all trades, combined with a complete grasp of typography and printing processes, would seem to be a requisite, surprisingly good work is done by members of this profession-trade with none of the equipment listed. Though its one aim in life is accuracy, its members do not even know how to spell their own calling—being, like Gaul, divided into three parts: proofreaders, proof readers, and proof-readers.

Though a proofreader is supposed to know—along with almost everything else—how to spell, it is doubtful if any two could be found to agree on the spelling of some of our commonest words. A proofreader—"Corrector of the Press"—has in his hands the enforcing of correct English; his is the power and, usually, the final authority on the printed word. Yet, instead of keeping up with current usage, he wields a timid pen, letting the job go "the way the customer has it"—conscious of an antiquated education and too lazy or hampered to keep in touch with the new and the good in rhetoric and orthography.

Though proofreaders are regarded in many plants as disagreeably necessary parts of the personnel, in their hands lie the publishers' reputations—because, no matter how artistic the typography and fine the presswork, a misspelled word or an offensive comma depreciates the value of the job to that of all spoiled paper. A proofreader should get his education in college and *then* learn the printing trade; yet most employers prefer the shop-trained employee, overlooking the fact that a boy who takes up the printing trade will hardly drop it to put in four years at college—

whereas an adaptable college graduate will make a pretty fair proofreader with six months' training, and will improve in value every month thereafter.

These paradoxes of this particular branch of the printing trade have been listed because they are all partly responsible for the lack of standardization in American grammar, for the glaring inconsistencies in American orthography. Establishment of What Is Right has been left in the hands of the grammarians—and, to mix the metaphor completely, too many cooks have seasoned the broth so highly that it suits the taste of none. Nearly every large printing plant has its own style-book, which agrees with no others. And, day after day, employers who watch overtime with a jealous eye allow line after line to be reset while the proofreader teaches the compositors *his* individualistic interpretation of rhetoric and spelling.

A Spanish professor once assured me that any Spanish boy, by the time he is twelve years old, can spell correctly any word in the Spanish language; no American, not even Dr. Vizetelly, would make that assertion about our language. There is, of course, nothing new in this statement, but—and here is the panacea referred to in the title of this article—there is a remedy for the evil.

A uniform style-book for printers, assembled by recognized printing authorities with the cooperation of indisputable English authorities, backed from its inception by the printers', publishers', and editorial associations of America, could *in one year* do more for the English language than a thousand new grammars and style-books published independently.

Is such a style-book practicable? In other words, who would get it up? how would you obtain the approval of it by the printers, publishers, and editors? who would pay for its printing?

Such a book, of course, could not be

undertaken lightly, but, at any rate, the questions above can be answered: many less worthy books, with less assured markets are published annually. A publisher could be found, without doubt, to bear the expense of assembling the book if he knew, beforehand, that a sufficient number of printers and printers' associations had discussed the matter in meetings of their organizations and signified their approval; such approval could be determined by many different methods.

Such approval could be secured if the proper authorities are obtained to sponsor the book; and there is where the real rub comes. However, there are some leading authorities on English in this country, names to which all printers will promptly acknowledge tribute. If a sufficient number of these gentry to make an imposing list could be got to okay such a book—not to write it—acceptance of the book would be inevitable. As for the writing of the book, better get some genuine proofreaders to do that. With them, English and spelling are a practice, not a theory; they know the exact difficulties to be solved; they know best the crying need for the book. Let them write it.

Such a book would never be adopted by enough printers to become a success? When our thinking is so standardized that we all see the same movies, hear the same radio programs, read the same columnists, enjoy the same comic strips, play the same games—when the marvels of the radio and aviation have become commonplace—the task of teaching America's arbiters of the printed word to agree on the spelling of said word is not one for an Edison or a Marconi, but for anyone with enough ambition to try it.

New Reference Tool for Readers Covers Many Fields

FOR THE BOOKSELLER's reference shelf, or the editor's or librarian's quick use, the Oxford University Press has just issued "The Oxford Companion to English Literature," edited for this reference need by Sir Paul Harvey. It is an octavo volume of 865 pages with nearly 20,000 entries plus cross-references.

For reader's reference work it extends

and brings to the level of current needs the field covered by Brewer's handbooks. The entries include English authors, classical, modern and living, and foreign authors to the extent that they influenced English literature, entries of book titles and brief analysis of contents; well-known characters in poetry and fiction, miscellaneous names and terms which are likely to appear in contemporary reading, mythological, geographical, political, bibliographical, or whatever it may be.

While American literature is included, and the checking of this material has been in charge of Ben Ray Redman, still the chief emphasis is British, and no book of desk size could include everything we might possibly wish to locate, such as Paul Bunyan, Little Orphant Annie, or Van Bibber.

Guild's "Authors of the Year" To Be Dined

A NUMBER OF AUTHORS of recent successful books are to be guests of honor on January 25th at a dinner in New York, organized by Carl Van Doren, editor for the Literary Guild. The Chairman of the Reception Committee is John H. Finley of the *New York Times*, while other members of the Committee include: Paul D. Cravath, Frank A. Vanderlip and Mrs. William Randolph Hearst. The funds which accrue over the cost of the dinner will be given to authors' relief. The authors selected for the occasion are Branch Cabell, Claude Bowers, Lion Feuchtwanger, Isabel Paterson, Hendrik Van Loon, Julia Peterkin, T. S. Stribling, Philip Stong, Helen Woodward, William McFee and Burton Rascoe.

Magazine Publishers Enter Field of Book Publishing

SCHNEPP & BARNES, 412 East Adams Street, Springfield, Ill., publishers of *Progress Magazine*, are entering the book publishing field. Their first two volumes are "Public Speaking Simplified" by C. W. Chamberlain and "Psychology Simplified" by C. W. Chamberlain. Other books are in preparation. The Business Manager for the firm is James A. Worsham, author of "Low Pressure Selling."

Technocracy Interest Increases

TECHNOCRACY IS RAPIDLY becoming the most discussed topic in America, due to the timeliness of the movement and the resultant publicity which it has received in newspapers and periodicals throughout the country in the past month or so. The *Publishers' Weekly* last week mentioned a few of the books which have already been planned for immediate release and predicted that more would follow, a prediction that is rapidly coming true. The Viking Press reports that a renewed public interest is being taken in the works of Thorstein Veblen, whose "The Engineers and the Price System," published twelve years ago, seems to have been the source for the current movement. Howard Scott, head of the Technocracy group, was a disciple of Veblen's at the time the book was written, and Veblen himself was an unofficial member of the original group which had its beginnings at that time and has been carrying on its work in private ever since. The small supply of "The Engineers and the Price System" on hand at the Viking Press has rapidly been exhausted, and a new printing will shortly be off the press with a band describing its relation to the present movement. Viking reports an increased demand for Veblen's other books, particularly his famous "The Theory of the Leisure Class," "The vested Interests and the Common Man," which has been out of print, is now being reissued because of its importance as a companion to "The Engineers and the Price System."

On the West Coast, where interest in the movement runs high, the Angelus Press published, on December 13, a pamphlet entitled "The What, Why, Who, When, and How of Technocracy," which sold the first 10,000 copies, through newsboys, in two days and which had sales of some 40,000 in two weeks. The same press is issuing in book form a popular digest of the movement which will be published January 15. The title is "Towards Technocracy" and the author, Graham A. Laing, of the California Institute of Technology. The book will carry an introduction by Charles A. Beard of Columbia University.

Besides the titles listed in last week's article a number of books on Technocracy are on publishers' spring lists. Wayne W. Parrish, who wrote the first of the Technocracy articles for the *New Outlook*, has

nearly completed a manuscript for Farrar & Rinehart, which will be published under the title "An Outline of Technocracy" at an early date. The John Day Company will release, in either pamphlet or booklet form, "Technocracy: An Interpretation" by Stuart Chase, also at an early date.

Booksellers are finding that the interest in books on all economic problems which has been current through the past three years is rapidly increasing.

Compton Mackenzie to Face Trial for Divulging British Secrets

COMPTON MACKENZIE, British novelist, will go on trial in Old Bailey criminal court in London sometime during January on a charge of having revealed official British secrets in his book "Greek Memories" which was recently published by Cassell & Co. in England. The book has been suppressed.

In a hearing held in November it was charged that Mr. Mackenzie had violated the official secrets act of 1921 which prohibits the communication to unauthorized persons of confidential information which had been obtained by any person while in his Majesty's service. Mr. Mackenzie is said to have revealed, among other things, the identity of the mysterious "C," head of the Secret Service during the war. It was not suggested that he had intended to do anything prejudicial to the safety of the state, but rather that he had directly violated the act of Parliament.

Mr. Mackenzie had agreed in January 1930 to write for Cassell & Co. three volumes of memoirs. The first, "Gallipoli Memories" was published in 1929, the second "First Athenian Memories," in 1931, and the third "Greek Memories" this year. "Gallipoli Memories" was published in this country in 1930 by Doubleday, Doran. Shortly after the publication of "First Athenian Memories," Sir Basil Thompson, who had been Director of Intelligence from 1919 to 1921 also published a book, "The Allied Secret Service in Greece." Apparently Compton Mackenzie disagreed with Sir Basil's statements, for "Greek Memories" challenges their authenticity. It was in establishing the authenticity of his own work that Mr. Mackenzie appears to have ignored the provisions of the official secrets act.

Printers Accept Wage Cut

THE CHAOTIC SITUATION of printing wages in New York City was partially resolved this week when job and book printers, members of Typographical Union No. 6, voted to accept an 8 per cent wage cut rather than arbitrate their dispute with the Printers' League Section of the New York Employing Printers' Association. Charles P. Howard, president of the International Typographical Union, who led the movement in favor of the 8 per cent wage reduction, stated that funds were too low to maintain a prolonged strike. Although union executives have favored the proposal adopted this week, it had been previously rejected by referendum vote.

Besides accepting the wage cut, the union declared itself in favor of a 1 per cent assessment on all earnings for unemployment relief, to begin January 1 and continue as long as the union considers it necessary.

Indian Cyclopedia Projected

A MONUMENTAL WORK which promises to be one of the most important pieces of Americana issued during the present decade, entitled "The American Indian: A Cyclopedia of the Aborigines North of Mexico" has been scheduled for publication by the Pioneer Press of New York City. This Cyclopedia will be based on the "Handbook of American Indians North of Mexico" which was published in 1907-1910, under the editorship of Frederick Webb Hodge, director of the Southwest Museum, Los Angeles, who is also the editor of the present work. In the Cyclopedia now projected the matter contained in the Handbook will be revised, expanded and brought up to date under Mr. Hodge's direction, and effective use will be made of the information resulting from the original researches which have been conducted during the last 22 years.

The projected work will consist of four volumes, the first of which is scheduled for publication April 1, 1934, and will be priced at \$30 for the set in cloth, \$40 in half-morocco, and \$50 in full morocco. There will also be a Founders Edition of 200 numbered, autographed copies, extra-illustrated, hand-bound and printed on rag paper which will sell for \$100 a set.

Rome Copyright Convention Text Published

HIS MAJESTY'S STATIONERY OFFICE, London, has put in print the full French text with English translation of the International Convention for the Protection of Literary and Artistic Works as adopted in Rome June 2, 1928.

The Rome Convention came into force on the signatures of thirteen countries, as follows: the United Kingdom, Canada, India, Bulgaria, Danzig, Finland, Hungary, Italy, Japan, Netherlands, Norway, Sweden, Switzerland. All the other members of the British Empire except Ireland, Australia and New Zealand have since become signatory, and also Greece, Liechtenstein, Luxemburg and Yugoslavia. The principal countries that were not signatory to the old Convention include the United States, Russia, China, Persia, Bulgaria and Turkey.

Siam has passed a new copyright law which became effective in 1931, but she is not yet signatory to this new Convention. Many important countries are not yet signatory to the new Convention, including all the South American countries and Spain, Austria, Cuba, Albania, Egypt, Estonia, Lithuania, Rumania. Copies of this document can be had for fifteen cents from the British Library of Information, 270 Madison Avenue, New York.

Gosden Head Offers De Luxe "Aeneas Africanus"

FROM THE Gosden Head, Ltd., 205 East 42nd Street, New York, comes a de luxe edition of "Aeneas Africanus" by Harry Stillwell Edwards, that story of a wandering Negro that has become a part of Southern folklore. The establishment of the press last March, to be confined wholly to sporting books and prints and privately printed publications, takes on a special interest, as the managing director is Melville E. Stone II, son of Herbert S. Stone, who, with Ingalls Kimball, founded, while still at Harvard, the famous imprint of Stone & Kimball and later continued to demonstrate his genius for publishing under the firm name of Herbert S. Stone & Company until his unfortunate loss in the *Titanic* disaster.

Obituary Notes

THEODORE LEE COLE

THEODORE LEE COLE, head of the T. L. Cole Statute Law Company of Washington, from 1890 to 1931, and compiler of statutes of various States, died on December 27th in Upper Montclair, New Jersey. Mr. Cole was 80 years old. He was born in Albany, N. Y., on December 26, 1852, and was graduated from the University of Wisconsin in 1871. He started with the firm of Soule, Thomas & Wentworth in 1874 and up until a year ago, when he retired, had been engaged in the law book publishing business. In November, 1929, Mr. Cole sold his collection of session laws and statutes to Western Reserve University for \$37,500.

DR. WILLIAM JACOB HOLLAND

DR. WILLIAM JACOB HOLLAND, director emeritus of Carnegie Institute and author of numerous scientific treatises and books, died on December 13th at the age of 84. He was born in Bethany, on the island of Jamaica, West Indies, and was graduated from the Moravian College and Theological Seminary at Bethlehem, Pa. in 1867 and received his bachelor of arts degree from Amherst College in 1869. Dr. Holland was a member of the United States Eclipse Expedition to Japan in 1867, and two years later to West Africa. He founded the American Association of Museums in 1907 and was president until 1909. He was a member of scores of scientific societies, and was the author of "The Butterfly Book," "The Moth Book," "To the River Platte and Back," "The Butterfly Guide" and many scientific papers published by the United States Government and the Zoological Society of London.

F. H. MARTENS

FREDERICK HERMAN MARTENS, author of song texts and translator of foreign songs and prose, including many novels, died on December 18th at the age of 58. He composed English versions of approximately 3,000 foreign song texts, besides writing original texts for operettas, sacred and secular cantatas, songs, anthems and choruses. He was for several years on the editorial staff of *Musical America*. He

was the author of "One Thousand and One Nights of Opera," "Violin Mastery," "String Mastery," "Art of the Prima Donna," "Fairy Tales from the Orient," "Wonder Tales from Far Away," and "Book of the Opera and Ballet."

EDMUND VANCE COOKE

EDMUND VANCE COOKE, poet and lecturer, died at his home in Cleveland on December 18, at the age of 66. His first book, "A Patch of Pansies" was published in 1894. Many of his early volumes of poetry were rhymes for children. Mr. Cooke was born in Port Dover, Ont.

A. G. COMINGS

A. G. COMINGS, senior member of the firm of A. G. Comings & Son, booksellers of Oberlin, Ohio, died on December 8th.

Business Notes

BROOKLYN, N. Y.—A new publishing house known as The Furrow Press, located at 115 Eastern Parkway, has been formed by Israel Soifer and Margaret K. Soifer. For the present, the publications of the firm will be limited to plays in pamphlet form suitable for production by young people or by marionettes.

LOS ANGELES, CAL.—Mrs. Edythe L. Harris has opened a circulating library at 1567 W. 39th St.

NEW YORK CITY.—The Golden Syndicate Publishing Company has just announced the opening of editorial and sales rooms at 505 Fifth Ave.

NEW YORK CITY.—The Ideal Circulating Library was opened at 56 West 45th St. by Helen Green. Publishers are requested to send catalogs and announcements.

WEST HOLLYWOOD, CAL.—The Sixteenmo Bookshop has moved from 8828 Sunset Boulevard to 1105 N. Larabee St. H. W. Graybeal is the proprietor.

Notice to Control Card Users

THE PUBLICATION DATE of "The Story of Nancy Meadows" by Louise Platt Hauck (Penn) is January 3, instead of November 4, as originally announced.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Acheson, Eunice Mae

The effective dean of women. 223p. (4p. bibl.) O [c. '32] Chic., Univ. of Chic. Press \$3

A study of the personal and professional characteristics of a selected group of deans of women.

Adrian, Edgar Douglas, M.D.

The mechanism of nervous action; electrical studies of the neurone. 113p. (4p. bibl.) il., diagrs. O (Eldridge Reeves Johnson Found¹ for Medical Physics, 1931) c. Phil., Univ. of Pa. Press \$2

Anderson, Hans Steele

Science of food and cookery; 6th ed. 298p. il. '32 Mountain View, Cal., Pacific Press Pub. Ass'n lea. cl., \$2.50

Availability of bank credit, The. 147p. '32 N. Y., Nat'l Industrial Conference Bd. \$3

Babcock, Frederick M.

The valuation of real estate. 593p. il. O '32 N. Y., McGraw-Hill \$5

Baradi, Mauro

Life's message to youth. 127p. il. D [c. '32] Wash. D. C. [Author, 3157 18th St, N.W.] \$1

Messages of counsel and inspiration for young people by a young Filipino.

Barbusse, Henri

Zola; tr. from the French by Mary Balaardie Green and Frederick C. Green. 279p. il. O ['32, c. '33] N. Y., Dutton \$3

A biography of the great French novelist of the late 19th century that is based upon many unpublished letters.

Barrie, Sir James Matthew, bart

The little minister. 327p. front. (col.) D (Children's favorites ser.) [n. d.] N. Y., Grosset 50c.

Beale, Mrs. Marie Oge

Flight into America's past, Inca peaks and

Maya jungles. 301p. (2p. bibl.) il. (col. front.), maps O [c. '32] N. Y., Putnam \$3.50

An account of the author's journey in South and Central America, flying for the most part through the facilities of the newly established air line.

Bennett, James O'Donnell

Much loved books. (Black and gold lib.) '32 N. Y., Liveright \$2

Berger, Helen, pseud. [Mrs. Helen R. Bamberger]

Nobody's Joan, a girl of mystery. 313p. il. D (Juveniles of distinction) [c. '31] N. Y., Grosset \$1

Bottomley, Gordon

Lyric plays. 177p. D c. N. Y., Macmillan \$1.50
Six plays.

Buck, Pearl Sydenstricker [Mrs. John Lossing Buck]

Is there a case for foreign missions? 30p. D (John Day pamphlets no. 18) [c. '32] N. Y., John Day pap. 25c.

A criticism and an analysis of Christian missions by the author of "The Good Earth" who is the daughter of American missionaries and herself and her husband both missionaries in China.

Buckley, George T.

Atheism in the English Renaissance. 174p. (6p. bibl.) O [c. '32] Chic., Univ. of Chic. Press \$2.50

A history of religious unbelief in the English Renaissance, the reaction to atheism, and a detailed study of some of the more famous cases of atheism, especially those of Christopher Marlowe and Sir Walter Raleigh.

Cambridge ancient history (The); v. 9, The Roman Republic, 133-44 B.C.; ed. by S. A. Cook and others. 1053p. (bibls.) maps (pt. col.), diagrs. O '32 N. Y., Macmillan \$9

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

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December 31, 1932

2397

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Sir Arthur Sinclair of Scotland Yard solved the mystery surrounding the death of Mr. Borden—a crime so strange that Scotland Yard didn't dare name it murder, manslaughter or suicide. Dutton Prize Clue Mystery for January.

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This story of the tangled romance of Caroline O'Keefe, a dancer in a traveling theatrical troupe, and Julian Foster, younger son of a titled English family, is laid in England, France and on the Riviera.

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Scout and ranger; being the personal adventures of James Pike of the Texas Rangers in 1859-60; reprinted from the edition of 1865, with introd. and notes by Carl L. Cannon. 192p. il. O (Narratives of the trans-Mississippi frontier) c. Princeton, N. J., Princeton \$2.50

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Reproductions of old prints of Richmond scenes with explanatory text, published under the auspices of the Richmond Academy of Arts.
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The natural gardens of North Carolina with keys and descriptions of the herbaceous wild flowers found therein. 478p. il. O c. Chapel Hill, N. C., Univ. of N C Press buck., \$3.50
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Miniature biographies of the saints of the calendar year.
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- Spon, W. Edmunds, ed.**
The modelmaker; for those interested in making working models; v. 9, January to December, 1932. 436p. il. D '32 N. Y., Spon & Chamberlain \$2.25
- United States Daily (The); annual index-digest of v.** 6; a key to the activities of the federal and state governments for the period March 4, 1931, to March 3, 1932. 707p. F c. '32 Wash., D. C., U. S. Daily Pub. Corp., 2201 M St., N.W. bds., apply
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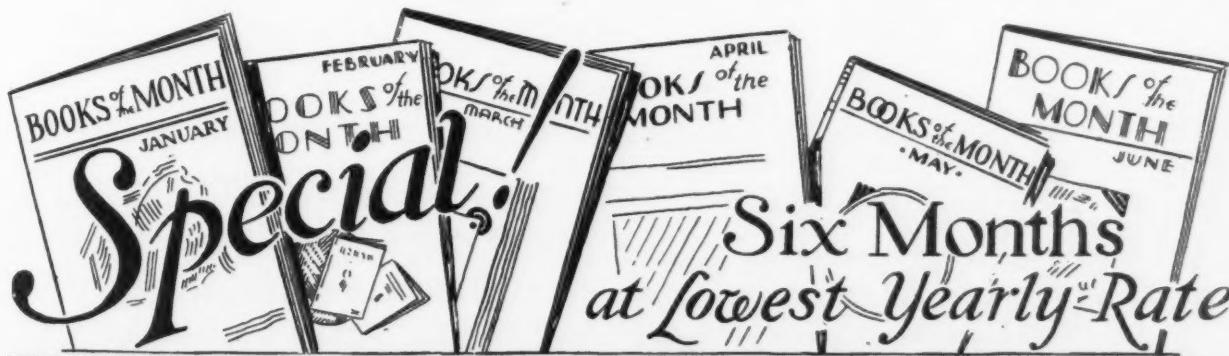
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Forthcoming Issues

❖ ❖ ❖ H. Ashbrook, head of the publicity department of Coward-McCann, Inc., and author of that just-about-to-be-published mystery story "The Death of Sigurd Sharon," took six months off this year to work on her book. She tells us she took a busman's holiday and made a survey of the reading and book buying habits of her friends and neighbors in the small town where she was working. She has made a very interesting study for next week's *Publishers' Weekly*. We are hoping that many of our readers will tell us what they think of the practicability of her suggestions for selling books in small towns. ❖ ❖ ❖

❖ ❖ ❖ Lovell Thompson, of Houghton Mifflin, has written for our Bookmaking Department next week a survey called "Experi-

ments in Producing Books." It deals with methods other than letter press. ❖ ❖ ❖

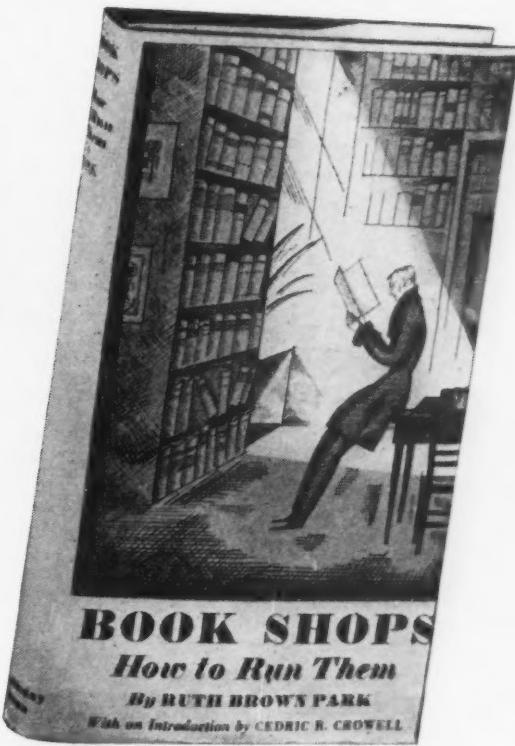
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